

118

PATENTS
UV-58

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Robert A. Knee et al.
Application No. : 09/139,777
Confirmation No. : 5715
Filed : August 25, 1998
For : INTERACTIVE PROGRAM GUIDE SYSTEM
FOR DETERMINING USER VALUES FOR
DEMOGRAPHIC CATEGORIES
Group Art Unit : 2611
Examiner : A. Koenig

RECEIVED

NOV 13 2001

Technology Center 2600

Commissioner for Patents
Washington, D.C. 20231

New York, New York 10020
November 9, 2001

Attention: BOX PGPUB DRAWINGS

PETITION UNDER 37 C.F.R. § 1.182
FOR ENTRY OF THE DRAWINGS

Sir:

Pursuant to 37 C.F.R. § 1.182, applicant hereby petitions for entry of the enclosed drawings (5 sheets, FIGS. 1, 2, 3, 4, 5) in the publication of this patent application. A check in the amount of \$130.00, in payment of the fee set forth in 37 C.F.R. § 1.17(h), is enclosed herewith.

The Director is hereby authorized to charge any

11/14/2001 BALEXAND 00000004 09139777

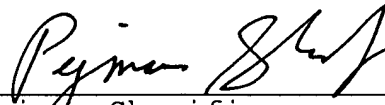
additional extension fee due, or credit any overpayment, in

01 FC:122

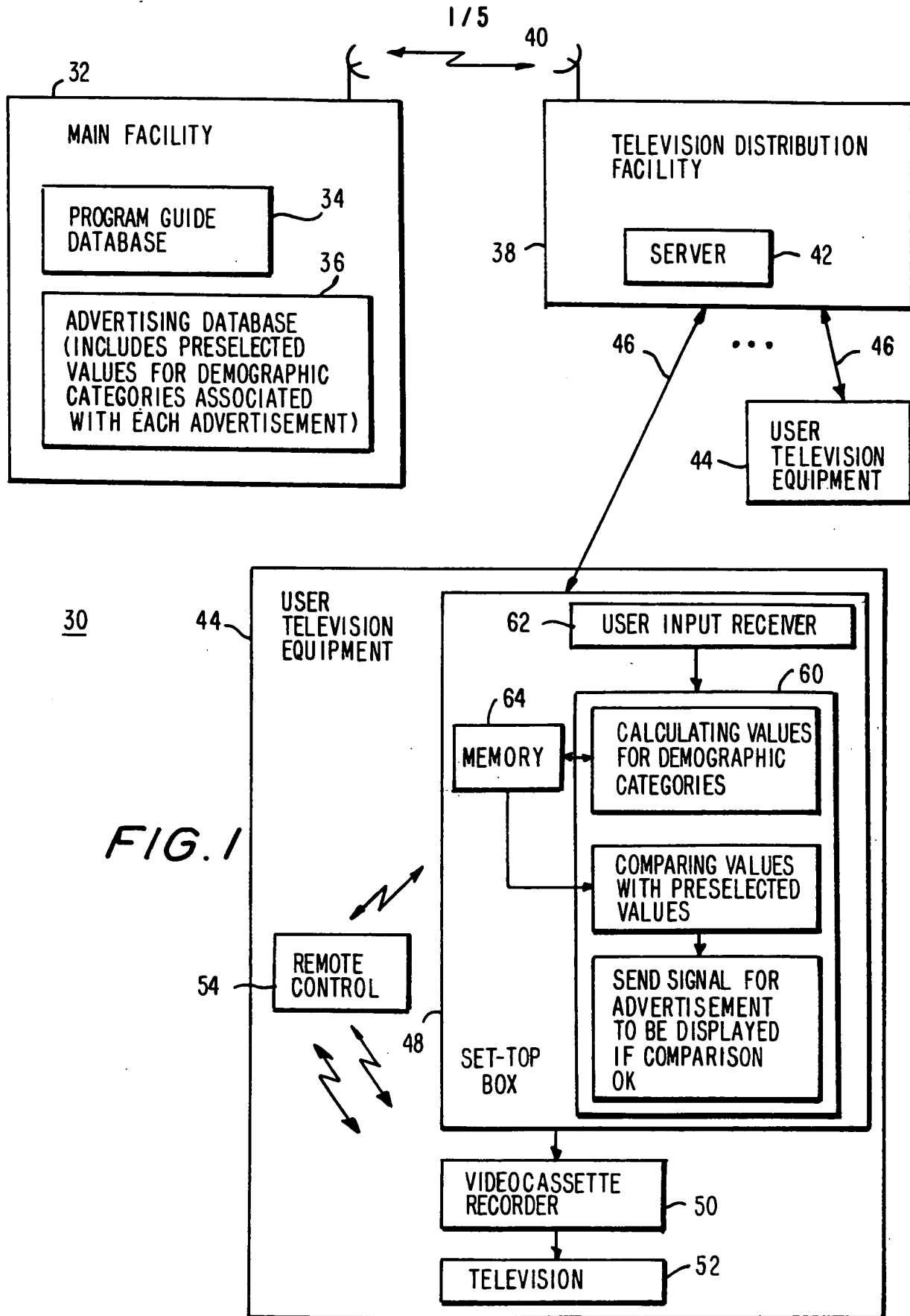
130.00 0P

connection with this Petition, to Deposit Account
No. 06-1075. A duplicate copy of this Petition is enclosed
herewith.

Respectfully submitted,



Pejman Sharifi
Reg. No. 45,097
Attorney for Applicants
FISH & NEAVE
Customer Number 1473
1251 Avenue of the Americas
New York, New York 10020-1104
Tel.: (212) 596-9000



2/5

DEMOGRAPHIC CATEGORIES	VALUE	PRESELECTED VALUE ADVERTISEMENT 1	PRESELECTED VALUE ADVERTISEMENT 2
① SPORTS FAN	1	0.5	0.7
② SCIENCE FICTION FAN	0.7		
③ PARENT	0		
④ DOG-LOVER	0.5		
⑤ CAT-LOVER	0.7		
⑥ ANNUAL INCOME OVER \$20,000	1		
⑦ ANNUAL INCOME OVER \$30,000	0	1	
⑧ ANNUAL INCOME OVER \$50,000	0		
⑨ FEMALE AGE 20-30	0		
⑩ MALE AGE 18-40	1		1

FIG. 2

3/5

USER INPUT	WEIGHT VALUE
① RECORD PROGRAM	1.0
② SET REMINDER	0.5
③ TUNE/WATCH MINIMUM 5 MINUTES	0.5
④ RETRIEVE INFORMATION	0.25

FIG. 3

4/5

DEMOGRAPHIC CATEGORIES

CHANNEL	SPORTS FAN		SCIENCE FICTION FAN		...
	PRESELECTED VALUE (PV)	WEIGHT FACTOR (WF)	PRESELECTED VALUE (PV)	WEIGHT FACTOR (WF)	
ESPN	0.95	2	0.6	1.5	
CHANNEL XYZ	0.5	1	0.8	1.8	
⋮					

FIG. 4

5/5

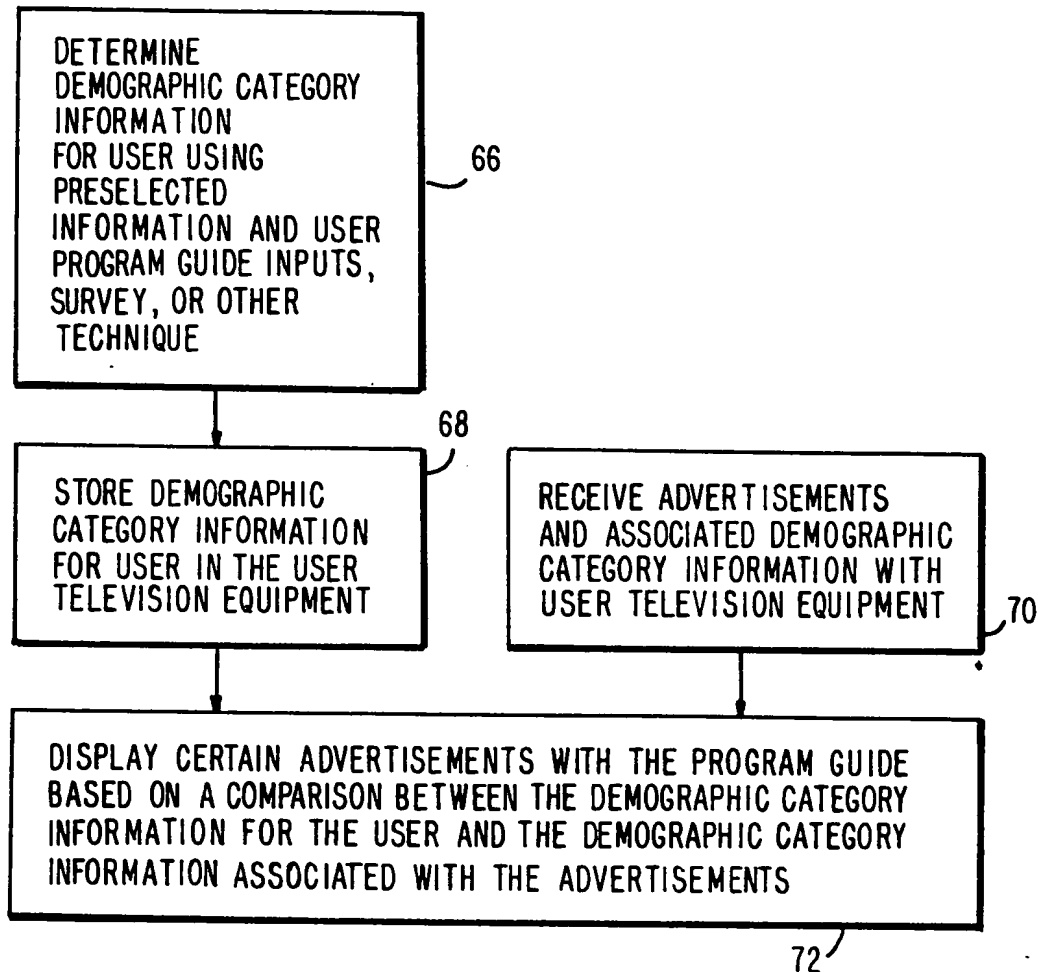


FIG. 5